

## Appendix 1 - Mapping out a way forward to tackle roadside litter

We are calling for collaboration to drive forward a five-year roadmap to tackle roadside litter. We aim to:

- Create a collaborative coalition of organisations to reduce roadside litter in Scotland.
- Continue to deliver interventions and test messages to create effective behaviour change campaigns.
- Increase knowledge transfer and good practice between coalition members and communities.



### Our five-year road map

We have identified three strands of action needed to make an impact on roadside litter by 2030.

#### Our strategic asks of national government

- Roadside litter should be given priority as part of the National Litter and Flytipping Strategy for Scotland. The strategy must be used as a vehicle to drive action.
- Scottish Ministers should facilitate a conversation with all duty bodies – both road operators and local authorities with a responsibility for clearing litter our strategic and rural roads to improve co-ordination. The current inconsistent approach to litter clearing activity can no longer continue.
- The littering from vehicle provisions laid out in the Circular Economy Act must be used as a deterrent and the flaws in the current enforcement model must be fixed. Work should be carried out now to help duty bodies understand how to effectively use the new provisions ahead of them coming into force.

**88%** of people agree that the owner of a car should face a fine when litter is thrown from a vehicle by them or a passenger (ScotPulse, 2016)

#### Our strategic asks of industry and corporate organisations

- Industry bodies, retailers, and businesses should increase their engagement and support of behaviour change and prevention campaigns.
- Businesses should ensure employees are aware of duties when transporting goods and provide appropriate training for their drivers to minimize accidental littering
- Through extended producer responsibility or other means, businesses should support litter prevention, education and bin and waste management.

**71%** agree with the general principle that producers should bear financial responsibility for managing packaging waste and litter caused by their packaging. (Diffley Partnership, Understanding Scotland Series, 2024)

#### Our asks of local authorities

- Local authorities should consider directing funds from Extended Producer Responsibility payments or other levies, such as a tourism levy, to support action in tackling litter and littering behaviours.
- Local authorities should promote our campaigns and signpost communities to the Community Litter Hub, where we can share examples of best practice, facts and information, resources and provide an opportunity to support community capacity building.
- Local authorities should continue to work collaboratively with neighbouring authorities on shared road networks to ensure users see consistent messaging and practices

**85%** support educational and behavioural campaigns.